WHAT IS CLAIMED IS:

1. A shipping or storage container for elongated products arranged in layers comprising, in combination:

a box having four side walls with two of the walls being opposed and spaced apart at least the length of the products to be shipped or stored;

dunnage arranged in layers in the box extending lengthwise between the other two side walls for receiving and supporting the products in layers in the box;

said dunnage comprising elongated resilient plastic strips having product receiving openings within which the products are received for holding the products out of contact with adjacent products;

reinforcing members for the strips extending along the length thereof for preventing sagging thereof; and

said other two side walls of the box having dunnage supports adjacent the ends of the reinforcing members for removably receiving and supporting said reinforcing members and associated strips out of contact with superjacent or subjacent layers of products.

2. The invention of claim 1 wherein the plastic strips are elongated tubes.

3. The invention of claim 1 wherein said dunnage supports comprise upwardly opening pockets for removably receiving the reinforcing members.

4. The invention of claim 3 wherein the reinforcing members extend along beneath the plastic strips and means are provided securing the reinforcing members thereto.

5. The invention of claim 4 wherein said means comprise bag ties.

6. The invention of claim 4 wherein said means comprise staples projecting through the reinforcing member and through the plastic strips.

7. The invention of claim 1 wherein each reinforcing member comprises a triangular tube of flat panels underlying said plastic strips with an apex of the triangular shape extending downwardly therefrom.

8. The invention of claim 8 wherein the dunnage supports have upwardly opening V-shaped pockets for removably receiving the triangular tube.

9. Dunnage for supporting multiple layers of products in a box and wherein the weight of superjacent layers of products and dunnage is not borne by surfaces of subjacent layers of products comprising, in combination:

elongated dunnage for disposal in the box and of a length to bridge between opposite side walls of the box;

said dunnage having an upwardly facing product receiving and supporting portion and a downwardly facing rigidifying portion extending along beneath the product receiving portion; and,

dunnage supports for opposite ends of the dunnage for attachment to the side walls of the box and removably receiving the dunnage and supporting the same out of contact with superjacent or subjacent layers of the product.

10. The invention of claim 9 wherein said downwardly facing rigidifying portion comprises a reinforcing member of triangular cross-sectional shape disposed in juxtaposition beneath the upwardly facing product receiving and supporting portion and means securing the reinforcing member and product receiving portion together.

11. The invention of claim 10 wherein the reinforcing member comprises a plastic panel folded upon itself into a triangular configuration with means holding the folded panel sections together.

12. The invention of claim 11 wherein said means comprises bag ties wound around the folded plastic panel.

13. The invention of claim 11 wherein the bag ties are extended through the upwardly facing product receiving portion to secure the same to the reinforcing member.